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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 15/18, 17/30	A1	(11) International Publication Number: WO 98/35297
		(43) International Publication Date: 13 August 1998 (13.08.98)
(21) International Application Number: PCT/US98/01515 (22) International Filing Date: 28 January 1998 (28.01.98) (30) Priority Data: 08/794,387 6 February 1997 (06.02.97) US (71) Applicant: PERSONALOGIC, INC. [US/US]; 7535 Metropolitan Drive, San Diego, CA 92108 (US). (72) Inventors: SAMMON, Thomas, M., Jr.; 4838 Sussex Drive, San Diego, CA 92116 (US). SCURLOCK, Bradley, W.; 3979 Caminito Divila, San Diego, CA 92122 (US). (74) Agent: HAYNES, Mark, A.; Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, CA 94304-1050 (US).		(81) Designated States: CA, GB, JP, NO, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>

(54) Title: CONSUMER PROFILING SYSTEM WITH ANALYTIC DECISION PROCESSOR

(57) Abstract

A system which processes information to identify product choices within a product domain for a user, presents structured data concerning attributes of products in the product domain to the user in a readily understandable and efficient manner, allowing the user to make the best choice according to his or her own personal profile. A user interface (20, 21 and 22) presents a sequence of input prompts to the user to gather preference and requirement data for a plurality of attributes of products in the product domain. A decision engine (10) is coupled to the user interface (20, 21 and 22) and filters the product domain to present a set of products according to the gathered preference and requirement data as product choices to the user.

